



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Thomas J. Sullivan, et al.
Appl. No.: 09/385,489
Filed: August 30, 1999
Title: SYSTEM AND METHOD FOR ADMINISTERING PROMOTIONS
Art Unit: 2162
Examiner: D. Lastra
Docket No.: 0110754-629

Assistant Commissioner for Patents
Washington, DC 20231

RECEIVED
NOV 30 2001
Technology Center 2100

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated June 5, 2001, and in accordance with the telephone interview granted to applicants' attorney on October 30, 2001, please amend the above-identified application as follows:

In the Claims:

Please amend Claim 1 as follows:

AI *pub* 1. (Amended) A method for an independent system operator to administer a trade promotion for a product involving a manufacturer and a retailer having at least one store with an in-store POS system, said method comprising the steps of the independent system operator:

11/28/2001 EABUBAK1 00000005 09385489

01 FC:102
02 FC:103

672.00 OP
900.00 OP